



WKMG

ORDER

Flight Dates 09/04/12-09/10/12

Contract / Revision 257986 /
Original Date / Revision 08/29/12 09/10/12
Advertiser ISS/Priorities USA Action

Agency Mundy Katowitz Media
Buying Contact
1322 G. Street, SE
Washington, DC 20003

Product PRIORITIES USA ACT
Agency Com 15%
Billing Contact
1322 G. Street, SE
Washington, DC 20003

Sales Office PHI
Sales Region NAT
Agency Ref

Order Sep 00:15:00
Estimate # 1559
Alt Order # 06300663
Billing Type Cash
Order Type GENERAL
Billing Cycle EOM/EOC
Billing Calendar BROADCAST
Demographic A35+
Rev Codes AGY POL ISSUE
Product Codes PL-Issue,
Priority P-3
Advertiser Ref

Primary Account Executive
Kristen Waskie

Account Executive	Order%	Start Date	End Date
Kristen Waskie	100%		

Order Share 100% Market Value 16850

Competing Station	% of Order	Amount
CABLE	%	0
WESH	%	0
WFTV	%	0
WKCF	%	0
WOFL	%	0
WOPX	%	0
WRBW	%	0
WRDQ	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	27	\$14,322.50	\$16,850.00	0.00	08/27/12	09/10/12	27	\$14,322.50	\$16,850.00
Totals	27	\$14,322.50	\$16,850.00	0.00					

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 1	WKMG	09/07/12	09/07/12	11-12p Price Is Right	CM	11a-12p	----F--	:30	1	\$800.00	P-3	0.00 NM	1	\$800.00
				Price Is Right										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		09/03/12	09/09/12	----F--	1		\$800.00		0.00					
E 2	WKMG	09/07/12	09/07/12	1230-2p CBS Soaps	CM	12:30-2p	----1--	:30	1	\$800.00	P-3	0.00 NM	1	\$800.00
				Soaps										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		09/03/12	09/09/12	----1--	1		\$800.00		0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>		
1	WKMG	09/03/12-09/09/12		1230-2p CBS Soaps	12:30-2p		-----F----	:30		(\$800.00)		0.00 NM		
See MG 2.2														
[Program not airing due to US Open]														
2	WKMG	09/10/12-09/10/12		Morn News at 6a	6-7a		M-----	:30		\$800.00		0.00 NM		
Ⓜ MG for 2.1 09/07														
E 3	WKMG	09/07/12	09/07/12		CM	6-7a	----1--	:30	1	\$500.00	P-3	0.00 NM	1	\$500.00



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Flight Dates 09/04/12-09/10/12

Hiatus Dates

Original Date / Revision 08/29/12/ 09/10/12

Order Sep 00:15:00

Advertiser ISS/Priorities USA Action Product PRIORITIES USA ACT

Estimate # 1559

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Morn News at 6a											
				Morn News at 6a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/03/12	09/09/12	----1--	1		\$500.00		0.00						
E 4	WKMG	09/10/12	09/10/12	M-F David Letterman	CM	1136p-1238a	1-----	:30	1	\$700.00	P-3	0.00	NM	1	\$700.00
				David Letterman											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	1-----	1		\$700.00		0.00						
E 5	WKMG	09/10/12	09/10/12	Local 6 News 12-1230p	CM	12-1230p	1-----	:30	1	\$700.00	P-3	0.00	NM	1	\$700.00
				Local 6 News 12-1230p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	1-----	1		\$700.00		0.00						
E 6	WKMG	09/10/12	09/10/12	3-4p Nate/Doctors 9/10	CM	3-4p	1-----	:30	1	\$350.00	P-3	0.00	NM	1	\$350.00
				The Doctors											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	1-----	1		\$350.00		0.00						
E 7	WKMG	09/10/12	09/10/12	News at 6p	CM	6-630p	1-----	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00
				News at 6p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	1-----	1		\$1,000.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
1	WKMG	09/10/12-09/16/12		News at 6p	6-630p		M-----	:30	(\$1,000.00)	0.00	NM				
See MG 7.2															
[Program lost due to US Open]															
2	WKMG	09/10/12-09/10/12		Men's Final	4p-7p		(3:58 PM-6:30 PM)	-----	:30	\$1,000.00	0.00	NM			
Ⓜ MG for 7.1 09/10															
E 8	WKMG	09/08/12	09/08/12	Sat 1135p-1205a	CM	1135p-1205a	-----1-	:30	1	\$500.00	P-3	0.00	NM	1	\$500.00
				Inside Edition Wknd											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/03/12	09/09/12	-----1-	1		\$500.00		0.00						
E 9	WKMG	09/08/12	09/08/12	Sat 6p News	CM	6-630p	-----1-	:30	1	\$550.00	P-3	0.00	NM	1	\$550.00
				Sat Local 6 News at 6p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/03/12	09/09/12	-----1-	1		\$550.00		0.00						
E 10	WKMG	09/08/12	09/08/12	7-9a CBS This Morn Sa	CM	7-9a	-----1-	:30	1	\$400.00	P-3	0.00	NM	1	\$400.00
				7-9a Sat Early Show											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/03/12	09/09/12	-----1-	1		\$400.00		0.00						
E 11	WKMG	09/09/12	09/09/12	Sun 1135p-1235a	CM	1135p-1235a	-----1	:30	1	\$500.00	P-3	0.00	NM	1	\$500.00
				Without a Trace											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/03/12	09/09/12	-----1	1		\$500.00		0.00						
E 12	WKMG	09/09/12	09/09/12	6-830a Sun News	CM	6a-830a	-----1	:30	1	\$200.00	P-3	0.00	NM	1	\$200.00
				6-830a Sun News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/03/12	09/09/12	-----1	1		\$200.00		0.00						
E 13	WKMG	09/09/12	09/09/12	CBS Evening News	CM	630-7p	-----1	:30	1	\$650.00	P-3	0.00	NM	1	\$650.00
				CBS Eve News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/03/12	09/09/12	-----1	1		\$650.00		0.00						



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Hiatus Dates

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Order Sep 00:15:00

Advertiser ISS/Priorities USA Action Product PRIORITIES USA ACT

Estimate # 1559

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 13	WKMG	09/09/12	09/09/12	CBS Evening News CBS Eve News	CM	630-7p	-----1	:30	1	\$650.00	P-3	0.00	NM	1	\$650.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/03/12 09/09/12 -----1 1 \$650.00 0.00 <u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Rtg</u> <u>Type</u> 1 WKMG 09/03/12-09/09/12 CBS Evening News 630-7p -----Su :30 (\$650.00) 0.00 NM See MG 13.2 [NO NEWS] 2 WKMG 09/10/12-09/10/12 11-12p Price Is Right 11a-12p M----- :30 \$650.00 0.00 NM MG for 13.1 09/09															
E 14	WKMG	09/09/12	09/09/12	CBS Sunday Morning CBS Sunday Morning	CM	9-1030a	-----1	:30	1	\$1,300.00	P-3	0.00	NM	1	\$1,300.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/03/12 09/09/12 -----1 1 \$1,300.00 0.00															
E 15	WKMG	09/06/12	09/06/12	Local 6 News 12-1230p Local 6 News 12-1230p	CM	12-1230p	---1---	:30	1	\$700.00	P-3	0.00	NM	1	\$700.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/03/12 09/09/12 ---1--- 1 \$700.00 0.00															
E 16	WKMG	09/06/12	09/06/12	4-430p Extra Extra	CM	4-430p	---1---	:30	1	\$450.00	P-3	0.00	NM	1	\$450.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/03/12 09/09/12 ---1--- 1 \$450.00 0.00															
E 17	WKMG	09/06/12	09/06/12	Morn News at 530a Morn News at 530a	CM	530-6a	---1---	:30	1	\$300.00	P-3	0.00	NM	1	\$300.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/03/12 09/09/12 ---1--- 1 \$300.00 0.00															
E 18	WKMG	09/06/12	09/06/12	News at 6p News at 6p	CM	6-630p	---1---	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/03/12 09/09/12 ---1--- 1 \$1,000.00 0.00															
E 19	WKMG	09/06/12	09/06/12	9-10a Rachael Ray Rachael Ray	CM	9-10a	---1---	:30	1	\$350.00	P-3	0.00	NM	1	\$350.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/03/12 09/09/12 ---1--- 1 \$350.00 0.00															
E 20	WKMG	09/04/12	09/04/12	1230-2p CBS Soaps Soaps	CM	12:30-2p	-1-----	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/03/12 09/09/12 -1----- 1 \$800.00 0.00															
E 21	WKMG	09/04/12	09/04/12	3-4p Nate/Doctors 9/10 Nate Berkus Tu-Th only	CM	Tue-Thu 3-4p	-1-----	:30	1	\$350.00	P-3	0.00	NM	1	\$350.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/03/12 09/09/12 -1----- 1 \$350.00 0.00															
E 22	WKMG	09/04/12	09/04/12	Morn News at 530a Morn News at 530a	CM	530-6a	-1-----	:30	1	\$300.00	P-3	0.00	NM	1	\$300.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/03/12 09/09/12 -1----- 1 \$300.00 0.00															
E 23	WKMG	09/04/12	09/04/12	9-10a Rachael Ray Rachael Ray	CM	9-10a	-1-----	:30	1	\$350.00	P-3	0.00	NM	1	\$350.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/03/12 09/09/12 -1----- 1 \$350.00 0.00															
E 24	WKMG	09/05/12	09/05/12		CM	11a-12p	--1----	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00



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Contract / Revision **257986** Flight Dates **09/04/12-09/10/12**

Hiatus Dates

Original Date / Revision 08/29/12/ 09/10/12

Order Sep 00:15:00

Advertiser **ISS/Priorities USA Action** Product **PRIORITIES USA ACT**

Estimate # **1559**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals SpotsAmount	
11-12p Price Is Right															
Price Is Right															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	--1----					1	\$800.00		0.00			
E 25	WKMG	09/05/12	09/05/12	News at 5p	CM	5-530p	--1----	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00
				News at 5p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	--1----					1	\$800.00		0.00			
E 26	WKMG	09/05/12	09/05/12	Morn News at 6a	CM	6-7a	--1----	:30	1	\$500.00	P-3	0.00	NM	1	\$500.00
				Morn News at 6a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	--1----					1	\$500.00		0.00			
E 27	WKMG	09/05/12	09/05/12	M-F 7:30-8p Inside Ed	CM	730-8p	--1----	:30	1	\$1,200.00	P-3	0.00	NM	1	\$1,200.00
				Inside Edition											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	--1----					1	\$1,200.00		0.00			
													Totals	27	\$16,850.00